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MART

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The Retailer's Magazine of Electronics/Appliance Profit Improvement

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MART

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48 Have a **house brand** sale.

49 Start a **'Model of the Month' club.** Send monthly promotional notices to customers on your mailing lists.

50 When promoting washer/dryer combos, advertise them as a 'marriage of equals.' **Price the dryer the same as a wedding license,** when it is bought with the washer. Furnish a license for each sale.

51 Penetrate the youth market: 'Attention teens. Purchase any type electric housewares appliance for Mom's Day. Small deposit holds selection. Easy weekly payments out of your allowance.' Run again on Father's Day, Christmas or other holidays.

52 Offer a week-long **price special on a certain product at a specific time.** The first day, run a 7 p.m. special. Second day, run a 12 p.m. sale. On the seventh day, put all items on sale.

53 Run an annual **floor-care service clinic.**

54 At a **'Blenderama,'** demonstrate blenders, food processors, juicers, etc.

55 Use local promos and customer mailings announcing 'Prices to make your hair stand on end!' **Besides offering low prices,** give away a gift certificate good for a free hair styling at a local barber/beauty salon.

56 Give away **a free album** to customers, just for walking into the store.

57 Send post-sale giveaways in the form of an **Appreciation Card** mailed two weeks after the sale and delivery of a major appliance. The card can also be a voucher towards future purchases.

58 Tell customers they can **'Eat a free TV dinner with your family** in our video showroom.' Set up a banquet table with all the trimmings in the center of the room. Cook the dinners in your store's microwave ovens.

59 **Pre-announce all manufacturer price hikes.** Tell consumers to 'Buy now before prices go up!' Keep stores open an hour or two longer to underscore the rush.

60 Highlight home security products with a **'Stop thief!' promotion.**

61 **Visit coin-op laundries.** Note the license plates and get the owner's name from the county license registration list. Contact them by phone or letter to announce a special promotion on washers and dryers.

Major Appliances

Appliance efficiency continues to improve market

AHAM offers guides to refrigerators and air conditioners for consumers and retailers

Manufacturers of major appliances see a growing consumer awareness of energy-efficient appliances.

And refrigerator-freezers, freezers, clothes washers, dishwashers, and room air conditioners produced in 1981 are, on average, more energy-efficient than ever before, they add.

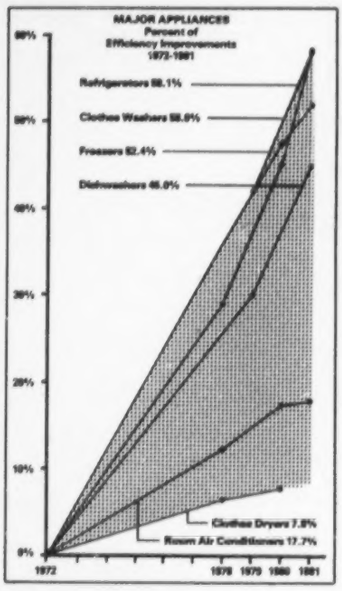
Energy efficiency has been increasing steadily in recent years. According to the Assn. of Home Appliance Manufacturers, since 1972 dramatic improvements have taken place in appliance energy efficiency.

Andrew Takacs, vice president government and public relations, Whirlpool Corp., and chairman of AHAM's energy committee, commented, "Higher energy rates and increased consumer awareness of appliance operating costs have created a growing consumer interest in high-efficiency appliances. I'm confident manufacturers will continue to design more efficient appliances as much as current technology allows."

"There's definitely a market today for more efficient appliances," added John Slattery, manager of evaluation and standards operations for General Electric Co. and AHAM committee vice chairman. "We anticipate an even greater demand for efficiency in the future. Consumers will want to replace their older appliances with more efficient ones."

Consumers and retailers can find a listing of over 50 brands and 1,200 models of refrigerators and freezers along with annual operating costs and other important comparative ratings in the current edition of AHAM's *Directory of Certified Refrigerators and Freezers.*

The energy efficiency rating (EER), BTU/hour cooling capacity and other ratings are provided for 22 brands and more than 700 models of room air conditioners in AHAM's *Directory of Certified Room Air Conditioners.* Both volumes can be purchased for 50 cents each from AHAM, 20 North Wacker Drive., Chicago, IL 60606. ■



72 To give store windows a holiday look **frost the panes** with sprayed-on 'snow.'

73 Put **'reminders from Santa'** on gift-oriented items—little notes reading 'A nice gift for her. S.C.'

74 A couch in the sales room will **accommodate a family** while you give your sales presentation.

75 Two months before a holiday, conduct a sale: **'Buy One Now And Hide It 'Til ____.'** The item may then be returned for credit if the recipient doesn't want it, as long as the receipt and original wrapping are returned.

76 A two-line classified ad at the **bottom of the first page** of your local newspaper draws 'newsworthy' attention.

77 Remember trading stamps? Make up your own 'stamps' to be accumulated with purchases. Redemption can be dollars off later purchases or a larger goal of hotel accommodations and **dinner for two in the 'big city.'**

78 The Guinness Book of World Records is a great **source book** for sale ideas.

79 Put the back-up stock of featured merchandise at the **back of the store** so customer is exposed to other goods walking back to it.

80 Open a **name-designer housewares section.** Highlight individual product designer names.

Polk Bros. gives away cookbooks with appliance purchases

Sol Polk, head of Polk Bros., Chicago, has a new promotion and reportedly has purchased between 60,000 and 70,000 copies of the *Better Homes and Gardens* revised cookbook.

Polk Bros. will use the books as gifts to customers who make "major name-brand purchases of appliances, TV, bedding and other featured merchandise at the stores," a company spokesman told MART. ■

High interest rates, low housing starts limit appliance gains

High interest rates and housing starts at historically low levels are making it difficult for appliance manufacturers to plan for future sales and earnings.

And according to S.B. Rymer, Jr., chairman of Magic Chef Inc., the current market situation will limit industry growth for the near future. However, he told company shareholders, the long-term outlook for the national economy, and in particular the major appliance industry, continues to be encouraging.

Company sales and earnings increased substantially in the first quarter of the firm's fiscal year. For the 14 weeks ended October 3, sales reached $191.4 million, a record quarter, up from $159.2 million in the same period of fiscal 1981. Net income was $4.1 million, up from $1.6 million a year ago.

The Magic Chef and Norge division reported 12 percent higher sales each. The Admiral division increased sales by 18 percent. ■

Census-HUD reports 20 percent of households moved in 1978

According to data released by the U.S. Department of Housing and Urban Development (HUD) and the Commerce Department's Census Bureau, about 20 percent of the nation's 77.1 million households moved during the 12 months ending October 1978 (the most recent data available).

More than 15.3 million households moved, about half a million fewer than the year earlier.

The west, with 26 percent, had the greatest proportion of households that moved. And more than 20 percent of southern households moved, 19 percent in the north-central states, and 15 percent in the northeast.

The two-year total of households that moved in 1977 and 1978 was more than 30 million, or 40 percent of the total households in the United States.

Median family income for home owners who had recently moved was $18,700, compared to $16,800 for all home owner households, in 1978. ■

MART 303 MONEY MAKER

Don't ignore top-of-the-line goods: Rather than restrict themselves to a single SKU offered by a manufacturer and ignoring the higher-ticket items in a line, retailers should take a look at entire packages: give the top of the line products a chance. If a dealer is concerned about selling higher-end products, then order a small sampling to test the market.

—Jim Serra, Marketing Manager, AMF Paragon Electric Co.

NOTE

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